



**JR MCKENZIE TRUST**

ESTABLISHED IN 1940

## SUMMARY

# Philanthropic Funding to Māori

Philanthropic funding to Māori in 2012 totalled an estimated \$289 million, or just over 12 percent of total philanthropic funding.

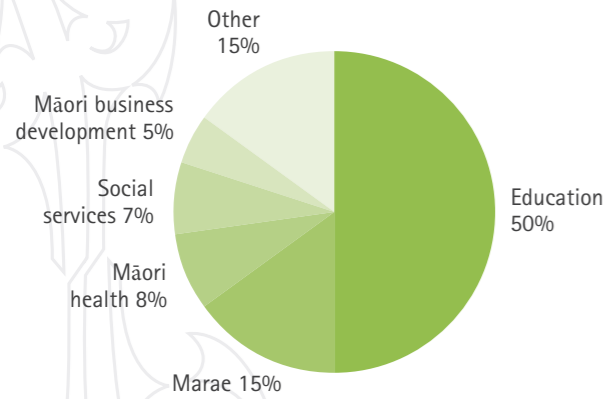
## CONTEXT

Philanthropic funding provides a foundation to many organisations and activities in New Zealand's communities, regions, and society. Earlier research has estimated total philanthropic funding, broken down by source of funds and activities funded. Te Kāwai Toro, the Māori Development sub-committee of the Board of the J R McKenzie Trust, commissioned BERL to provide a further breakdown to separately identify philanthropic funding to Māori.

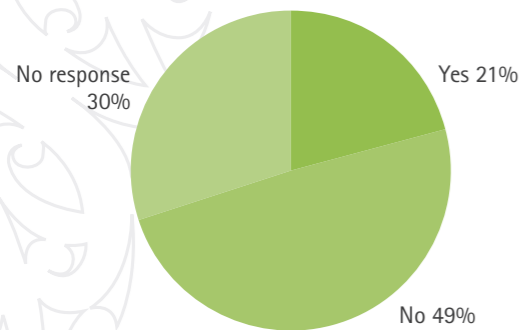
## METHOD

In general, this study used the same approach as the Giving New Zealand 2011 research. We made wide use of the Giving New Zealand 2011 research data, and supplemented this data through online surveys and interviews. The online surveys obtained 108 responses from grant makers and 484 responses from grant recipients. Interviews of selected grant makers and grant recipients provided further detailed data, as well as assisting in the appropriate interpretation of the information.

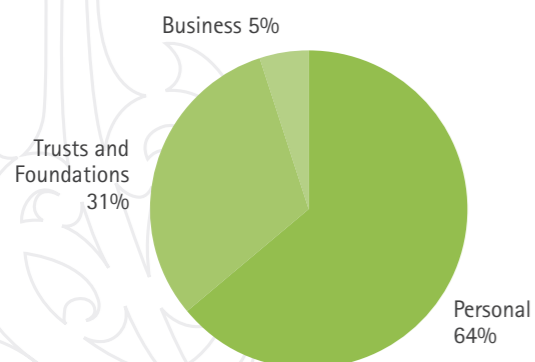
*Giving to Māori – activity funded*



*Do you have a specific policy/strategy relating to giving to Māori?*



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**FINDINGS**

- Philanthropic funding to Māori totalled \$289 million.
  - 64 percent was from personal donation and bequests.
  - A further 31 percent came from trusts and foundations.
  - 6 percent from business.
- Philanthropic funding to Māori was used across a broad range of activities.
  - Education and research activities (including kohanga reo; literacy programmes; life skills, leadership and professional courses; and tertiary scholarships) – was the activity category receiving the largest amount of funding.
  - Marae (including building) was the second largest category in terms of funding.

Activities related to Māori health and to Social services were the next two largest categories.

- Survey responses indicate limited engagement between the philanthropic sector and Māori organisations.
  - The sub-activity receiving the largest funding was for scholarships to individuals.
  - Asked whether they had specific policy or strategy in place relating to giving to Māori:
    - » only 21 percent responded with a yes
    - » nearly a half responded no
    - » nearly a third did not respond.

**DATA LIMITATIONS**

While the sample (valid responses from 108 grant makers and 484 grant recipients) was less than desired, it was sufficient to provide robust results, with a survey margin of error of 4 percent<sup>1</sup>. Data for sub-samples had higher margins of error. Data is important to make strategic decisions at a sector and organisation level, and to ensure the outcomes of philanthropic funding are effective. Data gaps indicate that the sector may need to collaborate to capture, collect, and collate data.

<sup>1</sup> At the 95% confidence level

**INSIGHTS AND OBSERVATIONS**

This project used the conventional definition of philanthropy, and the measurement framework adopted in earlier research. However, the broader environment within which philanthropic activities operate is, arguably, equally important.

The diagram depicts the aims, goals, activities and funding of the New Zealand philanthropic sector – highlighting a particular emphasis on Māori. The ultimate aim in this depiction, we would argue, is closely aligned with the 2010-2014 Strategy Vision of the J R McKenzie Trust for “A socially just and inclusive Aotearoa New Zealand”.

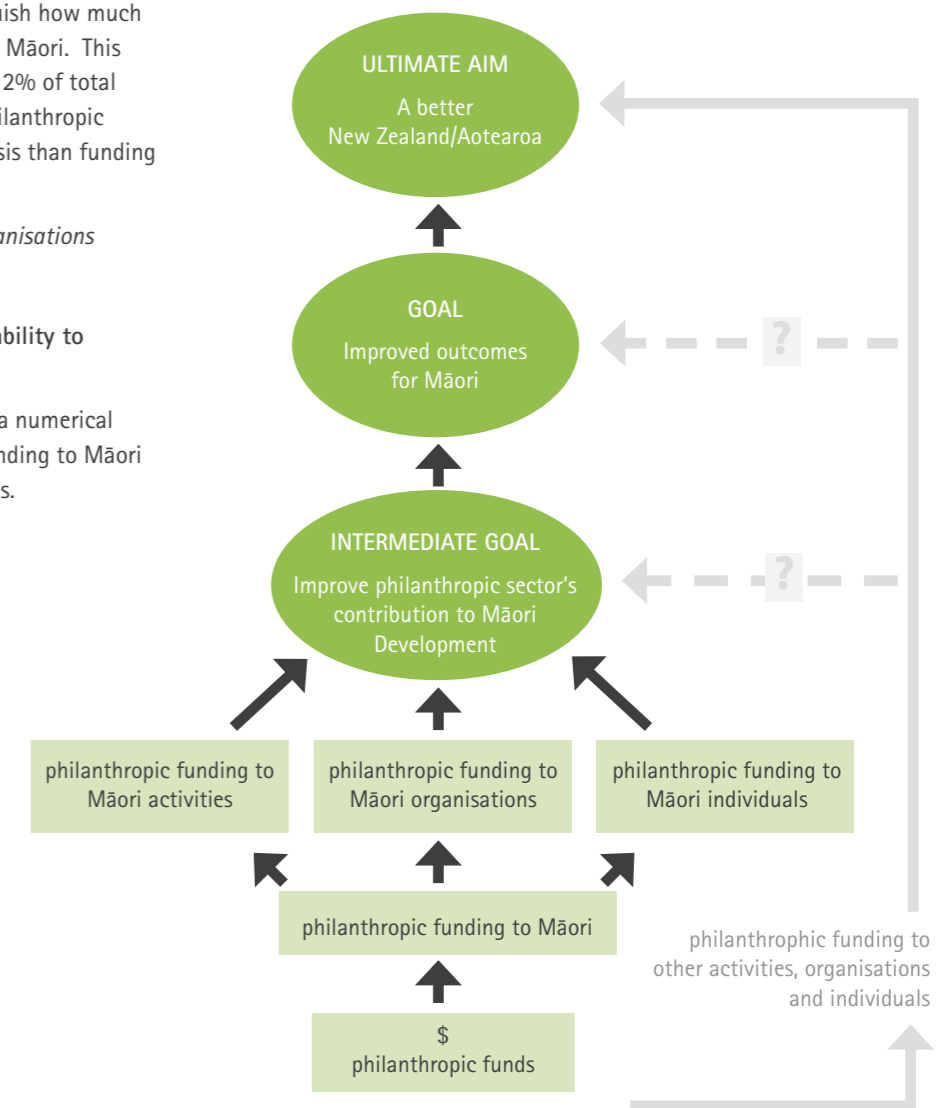
Earlier work focused on measuring the total amount of philanthropic funds collected and distributed in New Zealand. The initial task of this project was to distinguish how much of that philanthropic funding was funding to Māori. This was established at \$289 million in 2012, or 12% of total philanthropic funding. This suggests that philanthropic funding to Māori is lower on a per-capita basis than funding to other population sub-groups.

*However, philanthropic funding to Māori organisations remains difficult to establish.*

- Limitations from survey data constrain ability to analysis sub-sample data.
  - This means we are unable to provide a numerical breakdown between philanthropic funding to Māori organisations and to Māori individuals.

- However, noting that overall funding is lower on a per-capita bases, we would surmise that philanthropic funding to Māori organisations is likely to be less than for other organisations.
  - This is supported by our survey responses indicating limited engagement between the philanthropic sector and Māori organisations.

*Consequently, a case exists that philanthropic funding to Māori organisations does not fare well when measured against relative need and the development aspirations of Māori.*



## NEXT STEPS

Our findings, discussions and observations indicate that philanthropic organisations, as well as the philanthropic sector as a whole, should consider:

- whether Māori needs and contributing to Māori development are adequately covered within the activities, aims, goals or strategic objectives of the philanthropic sector
- whether the conventional definition of philanthropy excludes some activities that would in most aspects conform the concept of philanthropy; if so, what modifications would be appropriate to ensure a measurement that better reflects philanthropic activities in relation to contributing to Māori development
- methods to capture more detailed data on the use of funds by ethnicity, sex, age, and region.

Understanding the apparent lack of engagement between philanthropic organisations and Māori is essential.

An analysis of grant makers' data would provide invaluable information – in particular, assessing if there are barriers within organisations or the philanthropic sector, that hinder the sector's contribution to Māori development. More particularly, are there barriers that hinder Māori organisations from accessing philanthropic funds?

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